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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER

SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2623

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	04/04/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.		Applicant(s)	
	09/966,594		HENDRICKS, JOHN S.	
	Examiner		Art Unit	
	James Sheleheda		2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 01 February 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 02/01/07 has been entered.

Response to Arguments

2. Applicant's arguments filed 02/01/07 have been fully considered but they are not persuasive.

On page 8, of applicant's response, applicant argues that McMullan fails to disclose wherein individual profiles may be used jointly, as required by the claims.

In response, it is noted that this feature is not required by the claims, as applicant suggests. Claim 1 recites "a first user information associated with a first subscriber and a second user information associated with a second subscriber". McMullan specifically discloses wherein a "household" profile may be generated for all users of the terminal. Thus, the household profile clearly includes a first user information associated with a first user and a second information associated with a second user, as the profile includes information associated with every individual user of the system (column 25, line

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50-column 26, line 15), thus meeting the claim language. There is no requirement for a plurality of profiles which are then combined, or jointly used, as applicant suggests.

Claim 7 recites "first and second subscriber information". As indicated above in regards to claim 1, McMullan's household profile clearly includes information concerning a first and second subscriber, as all subscribers are included in the single profile. There is no requirement for a plurality of profiles which are then combined, or jointly used, as applicant suggests.

In regards to claim 16, it is noted that while claim 16 does recite "two user profiles, wherein each user profile is associated with a user", and thus requires multiple profiles, there is no requirement for the individual profiles to be combined, or jointly used, as applicant suggests. While the claim requires matching "individual programs to two users of the terminal" there is no requirement that the matching be during "joint viewing" as applicant states on page 8. Thus, the combination of Strubbe and McMullan clearly meets the claim limitations, as Strubbe discloses matching programs to a user profile and McMullan discloses wherein plural users of a terminal may each have their own individual user profile. There is no requirement for the plurality of profiles to be combined and utilized together for joint viewing, as applicant suggests.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Strubbe (5,223,924) (Strubbe '924) (of record) in view of McMullan, Jr. (5,251,324) (of record).

Strubbe (5,223,924) (Strubbe '924) incorporates by reference Strubbe et al. (5,047,867) (Strubbe '867) [see Strubbe '924 at column 2, lines 31-49 and column 4, lines 27-38].

As to claim 1, while Strubbe '924 discloses a set top terminal for generating an interactive electronic program guide for display on a television connected to the set top terminal (see Strubbe '924 at Fig. 1; column 1, line 56-column 2, line 15), the terminal comprising:

means for retrieving information associated with a subscriber (see Strubbe '924 at column 4, line 59-column 5, line 32);

means for receiving a television signal (see Strubbe '924 at column 3, lines 38-58);

means for extracting individual programs from the television signal (see Strubbe '924 at column 3, lines 38-58);

means for generating an electronic program guide for controlling display of content on a television screen (see Strubbe '924 at column 3, line 59-column 4, line 27 and column 5, lines 33-47), the guide comprising:

a favorites menu including names of programs available for selection (see Strubbe '924 at column 5, lines 12-47), wherein the programs included in the favorites menu are based on the information (see Strubbe '924 at column 5, lines 12-47); and means for receiving selection signals from a user input (see Strubbe '924 at column 4, line 59-column 5, line 47), he fails to specifically disclose a first user information associated with a first subscriber and a second user information associated with a second subscriber.

In an analogous art, McMullan discloses a cable television system (see Fig. 1) wherein a terminal profile is created to represent viewing patterns of multiple subscribers in a household (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) based upon received first user information from a first user and received second information from a second user (wherein the terminal profile stores viewing entries for every individual member of the household; column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) for the typical benefit of enabling all viewers in a household to be represented and correlated with different program types and information (column 25, line 50-column 26, line 15).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Strubbe's system to include a first user information associated with a first subscriber and a second user information associated with a second subscriber, as taught by McMullan, for the typical benefit of enabling the allowing individual viewers to be identified and correlated with different programming.

As to claim 2, Strubbe '924 and McMullan disclose wherein the means for retrieving said first and second user information includes means for requesting information from said first and second subscriber (see Strubbe '924 at column 5, lines 12-26 and McMullan at column 26, lines 1-15) and means for receiving a response from the first and second subscriber (see Strubbe '924 at column 4, line 59-column 5, line 26 and McMullan at column 26, lines 1-15).

As to claim 3, Strubbe '924 and McMullan disclose wherein the means for retrieving said first and second user information includes means for identifying frequently watched programs (see Strubbe '867 at column 5, lines 20-32 and see Strubbe '924 at column 5, lines 23-32 and McMullan at column 26, lines 1-15) and means for storing in memory identifiers of the frequently watched programs (see Strubbe '867 at column 5, lines 20-32 and column 4, lines 23-29 and see Strubbe '924 at column 5, lines 23-32).

As to claim 4, Strubbe '924 and McMullan disclose wherein the means for retrieving said first and second user information includes means for identifying frequently watched channels (see Strubbe '867 at Fig. 6a; column 5, lines 20-32, column 4, lines 23-29 and column 1, lines 50-62 and McMullan at column 26, lines 1-15) and means for storing in memory the frequently watched channels (see Strubbe '867 at column 5, lines 20-32, column 4, lines 23-29 and column 1, lines 50-62).

As to claim 5, Strubbe '924 and McMullan disclose wherein the menu includes a list of frequently watched programs (see Strubbe '867 at Fig. 6a; column 5, lines 20-32, column 4, lines 23-29 and column 1, lines 50-62).

As to claim 6, Strubbe '924 and McMullan disclose means for receiving program content information (see Strubbe '924 at column 3, line 59-column 4, line 16) and means for matching the program content information with the first and second user information (see Strubbe '924 at column 5, lines 33-47 and column 6, lines 5-19 and McMullan at column 26, lines 1-15), and wherein the means for generating includes means for generating the favorites menu to display programs selected by the means for matching (see Strubbe '924 at column 5, lines 33-47 and column 6, lines 5-19).

As to claim 7, while Strubbe '924 discloses a set top terminal (see Strubbe '924 at Fig. 1; column 1, line 56-column 2, line 15), comprising:

means for receiving subscriber information including information about television viewing preferences (see Strubbe '924 at column 4, line 59-column 5, line 32);

a memory that stores the subscriber information (see Strubbe '924 at Fig. 3, 54, column 4, line 59-column 5, line 32);

means for receiving a television signal from an operations center (see Strubbe '924 at column 3, lines 38-58);

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means for extracting from the signal individual programs for display on a television associated with the terminal (see Strubbe '924 at Fig. 1; column 3, lines 38-58); and

means for generating an interactive program menu on the television (see Strubbe '924 at column 3, line 59-column 4, line 27 and column 5, lines 33-47), listing a group of available programs (see Strubbe '924 at column 5, lines 12-47), the group being based on the subscriber information (see Strubbe '924 at column 5, lines 12-47), he fails to specifically disclose first and second subscriber information.

In an analogous art, McMullan discloses a cable television system (see Fig. 1) wherein a terminal profile is created to represent viewing patterns of multiple subscribers in a household (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) based upon received first user information from a first user and received second information from a second user (wherein the terminal profile stores viewing entries for every individual member of the household; column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) for the typical benefit of enabling all viewers in a household to be represented and correlated with different program types and information (column 25, line 50-column 26, line 15).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Strubbe's system to include a first user information associated with a first subscriber and a second user information associated with a

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second subscriber, as taught by McMullan, for the typical benefit of enabling the allowing individual viewers to be identified and correlated with different programming.

As to claim 8, Strubbe '924 and McMullan disclose means for receiving a signal from a user input device selecting one of the available programs (see Strubbe '924 at column 3, lines 9-58, column 4, lines 27-38 and column 5, lines 33-42), and means for causing the selected program to be displayed on the television (display, 25; see Strubbe '924 at column 3, lines 9-58, column 4, lines 27-38 and column 5, lines 33-42).

As to claim 9, Strubbe '924 and McMullan disclose wherein the television viewing preferences include frequently watched programs (see Strubbe '867 at Fig. 6a; column 5, lines 20-32, column 4, lines 23-29 and column 1, lines 50-62).

As to claim 10, Strubbe '924 and McMullan disclose wherein the television viewing preferences include frequently watched channels (see Strubbe '867 at Fig. 6a; column 5, lines 20-32, column 4, lines 23-29 and column 1, lines 50-62).

As to claim 11, Strubbe '924 and McMullan disclose wherein the means for receiving first and second subscriber information comprises means for automatically tracking information related to viewing habits of the subscribers (see Strubbe '924 at column 5, lines 23-32).

As to claim 12, Strubbe '924 and McMullan disclose wherein the means for automatically tracking comprises automatically tracking information related to frequently watched programs (see Strubbe '924 at column 5, lines 23-32).

As to claim 13, Strubbe '924 and McMullan disclose wherein the means for receiving first and second subscriber information comprises means for activating a learning mode (see Strubbe '924 at column 5, lines 23-32) and means for receiving the respective subscriber information while the learning mode is activated (see Strubbe '924 at column 5, lines 23-32).

As to claim 14, Strubbe '924 and McMullan disclose wherein the means for receiving first and second subscriber information comprises means for querying a subscriber (see Strubbe '924 at column 5, lines 12-26), and means for receiving the viewing information in response to the query (see Strubbe '924 at column 4, line 59-column 5, line 26).

As to claim 15, while Strubbe '924 discloses means for receiving program content information for the individual programs from the operations center (see Strubbe '924 at column 3, line 59-column 4, line 16); and

means for matching individual programs with subscriber information using the program content information (see Strubbe '924 at column 5, lines 33-47 and column 6, lines 5-19), and wherein the means for generating comprises means for generating the

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programs identified by the means for matching (see Strubbe '924 at column 5, lines 33-47 and column 6, lines 5-19), he fails to specifically disclose first and second subscriber information.

In an analogous art, McMullan discloses a cable television system (see Fig. 1) wherein individual profiles are created for multiple subscribers (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) based upon received user information (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) for the typical benefit of enabling the allowing individual viewers to be identified and correlated with different programming (column 25, line 50-column 26, line 15).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Strubbe's system to include first and second subscriber information, as taught by McMullan, for the typical benefit of enabling the allowing individual viewers to be identified and correlated with different programming.

As to claim 16, while Strubbe '924 discloses a set top terminal for generating a customized menu of available programs for selection by a user (see Strubbe '924 at Fig. 1; column 1, line 56-column 2, line 15), the terminal comprising:

means for receiving a television signal (see Strubbe '924 at column 3, lines 38-58);

means for extracting individual programs from the television signal (see Strubbe '924 at Fig. 1; column 3, lines 38-58);

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means for matching individual programs to a user of the terminal (see Strubbe '924 at column 5, lines 33-47 and column 6, lines 5-19), using user information stored in a user profile (see Strubbe '924 at Fig. 3, 54, column 4, line 59-column 5, line 32); and

means for generating an interactive program menu (see Strubbe '924 at column 3, line 59-column 4, line 27 and column 5, lines 33-47) that displays selected programs identified by the means for matching (see Strubbe '924 at column 5, lines 12-47 and column 6, lines 5-24), he fails to specifically disclose two users and two user profiles, wherein each profile is associated with a user.

In an analogous art, McMullan discloses a cable television system (see Fig. 1) wherein individual profiles are created for multiple subscribers (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) based upon received user information (column 5, lines 43-60, column 23, line 65-column 24, line 17 and column 25, line 50-column 26, line 15) for the typical benefit of enabling individual viewers in a household of multiple viewers to be identified and correlated with different programming (column 25, line 50-column 26, line 15).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Strubbe's system to include two users and two user profiles, wherein each profile is associated with a user., as taught by McMullan, for the typical benefit of enabling the allowing individual viewers to be identified and correlated with different programming.

As to claim 17, Strubbe '924 and McMullan disclose wherein the means for matching comprises means for matching based on content of the individual programs (see Strubbe '924 at column 5, line 48-column 6, line 4 and column 3, line 59-column 4, line 2).

As to claim 18, Strubbe '924 and McMullan disclose wherein the means for matching comprises means for matching based on channels frequently watched by the user (see Strubbe '924 at column 5, line 48-column 6, line 4 and column 3, line 59-column 4, line 2).

As to claim 19, Strubbe '924 and McMullan disclose wherein the means for matching comprises means for matching based on programs frequently watched by the user (see Strubbe '924 at column 5, line 48-column 6, line 4 and column 3, line 59-column 4, line 2).

As to claim 20, while Strubbe and McMullan disclose wherein the means for matching comprises means for matching based on information related to the user, they fail to specifically disclose demographic information.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to utilize user demographic information to recommend content to the user, such as the user's age, income level and marriage status, for the

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typical benefit of utilizing a simple, well known means to quickly characterize a user and identify probable likes/dislikes the user may have.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Strubbe and McMullan's system to include demographic information for the typical benefit of utilizing a simple, well known means to quickly characterize a user and identify probable likes/dislikes the user may have.

Conclusion

5. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

James Sheleheda
Patent Examiner
Art Unit 2623

JS



SCOTT E. BELIVEAU
PRIMARY PATENT EXAMINER